

Appln No. 09/931,575
Amdt date August 1, 2007
Reply to Office action of May 2, 2007

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for enhancing a broadcast event comprising:
providing interactive content from a server system to remote users over a data communications network, the content related to the broadcast event, the remote users having local devices ~~that can~~ configured to store the interactive content; and
identifying by the server system what different types of local devices are to provide interactivity with the interactive content;
selecting by the server system a plurality of different base software programs for the identified types of local devices;
transmitting by the server system over a data communications network a corresponding one of the plurality of selected base software programs to each of the plurality of different types of local devices based on the identified type; and
during the broadcast event, the server system providing to the plurality of different types of local devices over the data communications network messages that identify the content and cause the local devices to display the stored content locally, wherein each of the plurality of selected base software programs are configured to receive and interpret the messages from the server system for providing interactivity with the interactive content in accordance with requirements associated with the type of local device[[:]]
~~wherein the content and the messages identifying the content are both provided to at least two different types of local devices, including personal computers, set top boxes, net top boxes, and consoles, the method further comprising:~~
~~detecting by the server system a type of local device; and~~
~~providing by the server system to the local devices different base software for displaying the content in response to the detected type of local device.~~

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2. (Original) The method of claim 1, wherein the content and messages are sent via Internet Protocol.

3. (Original) The method of claim 1, further comprising, in response to an advertisement being broadcast, the server system selecting one additional advertisement from a plurality of different advertisements tailored to different users, the one advertisement being related to, and for display at the same time as, the broadcast advertisement.

4. (Previously Presented) The method of claim 3, further comprising the server system maintaining user profiles, wherein the server system selects the one additional advertisement based on the user profiles.

5. (Original) The method of claim 3, wherein the server system selects the one additional advertisement based on the user's location.

6. (Currently Amended) The method of claim 1, wherein the broadcast event is broadcast over television, radio, ~~and/or~~ or the Internet.

7. (Currently Amended) The method of claim 1, further comprising:
transmitting the interactive content to the different types of local devices while the event is occurring;
storing the transmitted interactive content in each of the different types of local devices;
and
later transmitting messages to identify the transmitted interactive content to be displayed.

8. (Previously Presented) The method of claim 1, further comprising transmitting the interactive content before the broadcast event begins for storage on the local

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device, and transmitting messages during the event to identify content to be displayed during the event.

9. (Original) The method of claim 1, wherein the content is provided by downloading or by flashing.

10. (Previously Presented) The method of claim 1, wherein the messages do not include Internet addresses for accessing and displaying the content.

11. (Previously Presented) The method of claim 1, wherein at least two of the different types of local devices are programmed to display the interactive content in a manner different from each other in terms of location of content on a display.

12. (Previously Presented) The method of claim 11 further comprising displaying the broadcast event, wherein the broadcast event and the interactive content are provided on the same display but in different windows.

13. (Previously Presented) The method of claim 11 further comprising displaying the broadcast event, wherein the broadcast event and the interactive content are provided on separate displays.

14. (Previously Presented) The method of claim 1, wherein the interactive content includes content applicable to multiple episodes of a broadcast event for display during each of the episodes, and other content that is applicable to specific episodes for display during the respective specific episodes.

15. (Previously Presented) The method of claim 1 further comprising: receiving and storing the broadcast event, the interactive content, and the messages in a

recording device coupled to at least some of the local devices; and associating the timing of the messages with the programming such that the playback of the broadcast event from the recording device includes the content and messages for being provided at the same relative time as during the broadcast.

16. (Original) The method of claim 15, wherein the server system is responsive to a user entering data in response to content displayed during playback of a broadcast event for providing follow-on content related to the user entering data.

17. (Currently Amended) The method of claim 1, wherein each of the selected base software programs includes a configuration file for interpreting messages.

18. (Previously Presented) The method of claim 1, wherein a first type of local device is programmed to use the content from the server system in one manner and a second type of local device is programmed to use the content from the server system in another and different manner.

19. (Previously Presented) The method of claim 1 further comprising:
maintaining by the server system multiple local advertisement messages directed toward different users or groups of users; and
responsive to an advertisement broadcast with the broadcast event, selecting by the server system one of a plurality of the local advertisements for causing that advertisement to be displayed additionally to the user at the same time as the advertisement in the broadcast event.

20. (Previously Presented) The method of claim 19, wherein the selected local advertisement is based on the user's location.

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21. (Previously Presented) The method of claim 19, wherein the selected local advertisement is based on a profile of the user.

22. (Previously Presented) The method of claim 19, wherein the selected local advertisement is provided to a computer and the broadcast event to a television.

23. (Previously Presented) The method of claim 11 further comprising:
providing a plurality of display options for customizing a display layout of the interactive content;
receiving a user selection of one of the plurality of display options; and
customizing the display layout based on the user selection.

24. (Currently Amended) The method of claim 23, wherein the plurality of display options are limited based on the type of local device ~~detected~~ identified by the server system.

25. (Previously Presented) The method of claim 15, wherein the broadcast event includes a video signal, wherein the video signal does not include any triggers for accessing the interactive content.

26. (Previously Presented) The method of claim 15, wherein the interactive content is identified by the server system independent of identifying information from the local devices.

27. (New) A system for enhancing a broadcast event comprising:
a plurality of different types of local devices; and
a server in communication with the plurality of different types local devices over a data communications network, the server system being configured to:

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provide interactive content associated with a broadcast event to the plurality of different types of local devices configured to store the interactive content;

identify what different types of local devices are to provide interactivity with the interactive content;

select a plurality of different base software programs for the identified types of local devices;

transmit over the data communications network the plurality of selected base software programs to the plurality of different types of local devices based on the identified types; and

during the broadcast event, provide to the plurality of different types of local devices over the data communications network messages that identify the content and cause the local devices to display the stored content locally, wherein each of the plurality of selected base software programs are configured to receive and interpret the messages from the server system for providing interactivity with the interactive content in accordance with requirements associated with the type of local device.